



Milton Economic Development Committee
Meeting Minutes – 5-14-2015
WBOC Conference Room - 5:30 PM
1 The Square, Milton

1. The meeting came to order at 5:31 PM. Bob Howard chaired the meeting.
2. The following people were in attendance:

Committee Members:

- Bob Blayney
- Michela Coffaro
- Steve Crawford
- Jim Crellin
- Alex Donnan
- Bob Howard
- Norma Kraus
- Ted Kanakos – Council Liaison
- Esthelda Parker Selby – Vice Mayor and Council Liaison
- Michael Cote – Councilman
- Marion Jones - Mayor

3. The agenda was agreed to as published with the exception of moving Item 6.8 to the first item to be discussed.
4. The minutes of the 4/9/15 meeting were approved as presented.
5. Announcements - Although not an announcement, Jim Crellin requested that the EDC member list be updated. Steve Crawford to provide.

6. Old Business:

6.8 Downtown District Application Ad-hoc Committee Recommendation – Much discussion by all attendees took place. Information was provided from Mayor Jones as to how the application process was executed last year. Mr. Cote's read from the application instruction that a 'certified Comprehensive Plan' was required. There was a discussion as to what areas of the town make up the Downtown Development District, which currently is unclear. If the Town is to pursue an application for 2015, it will require the use of the current 2010 Comp Plan as the Plan currently under development will not be certified in time to meet a November 1st application date. The use of the 2010 Comp Plan was deemed by all attendees to be unacceptable. This means the next opportunity to apply will not be

until November 2016. In addition, if and when a committee is formed to work on the application, it was suggested that the process would be driven by a Council resolution with a Town employee chairing the committee and that the committee would include stakeholders from the various town committees and private sector.

6.1 EDC Advisor for New Small Business – Steve Crawford reported that he, Bob Howard, John Collier and Kristy had a meeting to discuss the proposal. It appears that the main concern is to CLEARLY define what the EDC Advisor can and cannot say to a new store-front business owner. Steve is working with Bob to define this information and when complete will have another meeting with John and Kristy. Further, if this effort is deemed acceptable to Council, the EDC will ask John to attend a meeting to review with the members what information can and cannot be provided; a quasi training session.

6.2 Signage Project Status – Alex Donnan reported that he is still working to finalize with Preswick Properties the placement of the large Welcome to Milton sign to be placed on Route 1 north of the Route 5 exit. He is also still working to get a final design on the Milton Riverwalk sign for the archway between Irish Eyes and the Mercantile buildings. This sign will be installed on poles so they will not have to be fastened on the buildings and thus moveable, if required.

The Mayor asked if there will be any funds left to put a sign on Route 16 both east and west bound as this is a heavily traveled road for visitors coming to and going from the beaches. Alex will review and see what can be done.

6.3 Discussion of List of Future Town Ad Opportunities - As the meeting was running late, Steve Crawford suggested that this item be discussed later under New Business item 7.2.

6.4 Status of letter to Sidewalks and Trees Subcommittee – Bob Howard reported that he sent the letter approved by the EDC Committee to Councilman Kost, as he is now the chairman of the Streets and Sidewalks Committee. Mr. Kost responded that he thought a joint meeting between the EDC and Streets and Sidewalks Committee would be useful to clearly understand issues and come up with solutions.

6.5 Status Sustainability Subcommittee and Possible Vote on sponsoring a Sustainability Table for the EDC at the Milton Garden Tour – Bob Howard announced that the EDC will be sponsoring Lexicon Sustainability Pop-Up Show at the May 22 Farmer's Market at Dogfish Brewery and that one of the co-founders of the Lexicon will be present at the show.

Mayor Jones asked if anyone attended the WBOC community meeting to talk about the various town activities and organizations. She suggested that this was a missed opportunity to promote the town. However, there will be other WBOC meetings that can be attended to help promote the town.

Michela Coffaro stated the sustainability includes not only pop-up information about food but 5 or 6 things; i.e. waterways, native plants, etc. The promotion of sustainability will require a huge plan and much time and effort by many people. Michela said that there can be events for kids sustainability and a community survey. In addition, she is planning on manning a table at the Garden Club at the July 11th event.

Jim Crellin offered that the Farmer's Market is always available to support this effort for anybody; i.e. the Garden Club and native plants. He has been thinking about getting a state representative to the Market to explain how to properly mulch. Mayor Jones asked about support for rain barrels and if someone could come to the Market to inform visitors.

Michela said that she would like see sub-committees formed to work on each of the 5 of 6 areas that she could coordinate efforts.

Bob Howard has enlisted John King, a town resident, as well as getting a commitment from Marie Mayor and Shelly Grabel to help with this effort. Bob said that this committee is going to work to create recommendations to the town that will help the town and its residents. They also want to provide sustainability information at as many town events as possible. They also want to enlist as many volunteers as possible to spread the word and provide information to other residents.

Michela said that this could result in a destination attraction for Milton. An internet search uncovered a Grand Rapids questionnaire on 'how green is our town'. This committee is going to evaluate and bring results to Council as to where Milton is relative to being green.

There was a discussion on providing some money for this effort for copying information to be distributed at events. After much discussion, it was decided that money could be used from the existing EDC budget following expenditure request processes.

Mayor Jones mentioned that Grace Church property was offered for community gardening and that this ought to be explored.

Mayor Jones also suggested that the creation of a Tree Ordinance Committee be considered to address issues with trees in the town.

A motion to approve \$200 for copy-related expenses was voted on and approved. The money will be used to provide sustainability information at upcoming local events.

6.6 Status of Possible Merchant Appreciation Event - Bob Howard, Norma Kraus, and Jim Crellin reported that they have had a meeting and have discussed ideas about how to recognize local businesses for their support of the town. Norma told of her positive experiences with getting businesses together with Town officials and how it can result in opening communications between people who for whatever reasons did not talk to each other. Bob, Norma and Jim will work on a recommendation on what the event will be and how to execute it.

6.7 Status of Letters Sent to Council: Grant Ad-hoc Committee and EDC Funds Clarification - The Grant Ad-hoc Committee letter was discussed in Item 6.8 above. Bob Howard had sent a letter to Councilman Cote' regarding the process for dealing with funds raised by town committee efforts; i.e. bake sales. The EDC has \$188 from bake sales held 3 years ago. Mr. Cote' has requested that this money be returned to the Town. After much discussion, it was decided that the money will be turned over to the town and that it will be added to the 2016 EDC budget.

7. New Business Discussion

7.1 Discussion on updating the “Welcome to Historic Milton” brochure – Steve Crawford asked if this discussion could be put off to next meeting, as he did not have a copy of the brochure to present to the Committee.

7.2 Discussion of Horseshoe Crab Festival and possible vote on:

- a) What, if any, EDC participation for the event – due to timing and scheduling, it was decided that the EDC will not participate in the event.
- b) Cape Gazette ad – for the same reasons, it was decided that the EDC will not run an ad for this years event.

7.3 Discussion of July 4th event and possible vote on:

- a) What, if any, EDC participation for the event – it was decided with an approval vote that the EDC will provide a dunk tank for the event, as was done for last year’s event.
- b) Cape Gazette ad – it was decided with an approval vote that the EDC will run an ad for this event. Steve Crawford will coordinate with Irish Eyes for scheduling.

7.3 Review of other town events re: EDC participation and Cape ads – Due to the late hour, Steve Crawford suggested that the list of potential EDC sponsored Cape Gazette ads can be reviewed at the June EDC meeting. Steve also requested that there be a discussion at the next meeting for some kind of remuneration to Linda Newton, who is the creator of the ads as this effort now has the potential to expand beyond the several ads run last year.

The next meeting is scheduled for **Thursday, June 11th at 5:30** in the WBOC Conference Room.

Adjournment – The meeting was adjourned at approximately 7:56 PM

Respectfully submitted,

Steve Crawford

Attachment: Action Items from 5-14-15 Meeting

- **Steve Crawford – Status of EDC Advisory Proposal**
- **Alex Donnan – Current activities and status of Signage Project**
- **Steve Crawford – Review and Approval of List of Future Town Advertisements**
- **Michela Coffaro – Status Sustainability Subcommittee**
- **Bob Howard, Norma Kraus, Jim Crellin – Status of Merchant Appreciation Event**